



TECHNOLOGY ENTREPRENEURSHIP (ENT600)

BLUEPRINT

ERGOARM SDN BHD

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1.0 EXECUTIVE SUMMARY

A monitor arm is a somewhat robotic looking arm that attaches to the desk, wall, or ceiling and raises the monitor to the personal ideal height. It adjusts easily according to own working style — whether stand, sit, or do a mix of both throughout the day. The benefit of a monitor arm is that it allows the user to move their computer monitor screen and thereby vary the position of the screen relative to their eyes, keyboard (hands) and the rest of the body. Thus, ErgoArm Sdn bhd has developed a new product that will bring change to the monitor arm technology. The new monitor arm by ErgoArm Sdn Bhd is equipped with presence sensor that will detect the movement of the user. The arm will move accordingly towards user's position so that the user will not have to move the arm manually.

A target market refers to a group of potential customers to whom a company wants to sell its products and services. This group also includes specific customers to whom a company directs its marketing efforts. A target market is one part of the total market for a good or service. Consumers who make up a target market share similar characteristics including buying geography, buying power, demographics, and incomes. Thus, ErgoArm Sdn bhd has planned our own targeted group of customers. The targeted groups are the ones that are working and those age between 18 and 55 years' old. With a careful and thorough research, ErgoArm Sdn Bhd is in the line of success to make a breakthrough in the market.

The management team is the group of individuals that operate at the higher levels of an organisation and have day-to-day responsibility for managing other individuals and maintaining responsibility for key business functions. The management team is also generally responsible for putting together the business strategy and ensuring the business objectives are met. Thus ErgoArm Sdn Bhd has established our own management team. The team is consisting of Chief executive Officer, Administration executive, Operation Executive, Finance Executive, and Marketing Executive.